

UKRAINE IN MAJOR INTERNATIONAL ONLINE MEDIA & SOCIAL MEDIA

Media monitoring analysis

December 2023



Executive Summary

- **The number of articles about Ukraine** in major international online media in December 2023 **increased by 16%** compared to November, and social media buzz also increased by 16%.
- There were **16K+ articles** about Ukraine in major international online media with **total reach of 395 mln contacts**.
- The largest daily number of articles about Ukraine was published on the day **when the European Council decided to start negotiations on Ukraine's accession to the EU**. Other events that caused an increase in media attention to Ukraine included:
 - Blocking the vote on the allocation of aid to Ukraine in the US Senate
 - Volodymyr Zelenskyy's visit to the United States
 - Press conference of the President of Ukraine on the results of 2023
 - Massive Russian missile attack on Ukraine on December 29
- The largest Ukraine-related topics in terms of the **share of voice** were:
 - ▶ The future of U.S. aid to Ukraine — 22% of articles
 - ▶ Ukraine's accession to the EU and Hungary's blocking of 50 billion euros of aid — 9% of articles
 - ▶ Russia's shelling of Ukrainian cities — 8% of articles
 - ▶ Volodymyr Zelenskyy's visit to the United States — 5% of articles
 - ▶ Sanctions against Russia — 5% of articles
 - ▶ Ukraine's counteroffensive — 4% of articles

Methodology

- To create this report, we analysed **articles about Ukraine** published in the **biggest international online news media** and **mentions posted on social media** during December 2023.
- The list of the top news media was defined **based on the audience size** of the source.
- The report covers **65 major news media sources** for the following languages:
 - English (30 sources)
 - German (16 sources)
 - French (12 sources)
 - Spanish (7 sources)

The list of the analysed media sources can be found on the [last page](#) of this report.

- The list of the analysed social media sources include **Twitter, Facebook, Instagram, YouTube, and Reddit**.
- The media database for the analysis was **provided by the Looqme media monitoring company**.
- The social media database was **provided by the Determ monitoring company**.

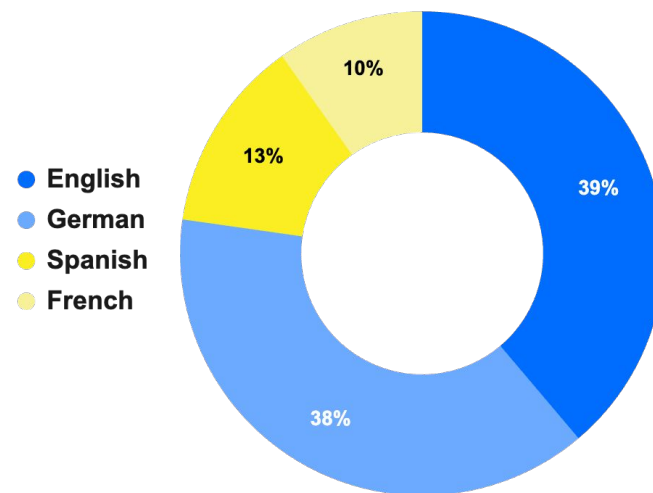
IN DECEMBER, THE NUMBER OF ARTICLES ABOUT UKRAINE INCREASED BY 16% COMPARED TO NOVEMBER

BRAND UKRAINE

Language distribution of publications about Ukraine in major online media

	Total number of publications about Ukraine (including duplicates)	Number of original publications about Ukraine	Total potential reach
English	5 523	3 921	227 845 252
German	8 581	3 881	69 905 168
Spanish	1 494	1 305	81 680 868
French	1 266	993	16 532 826

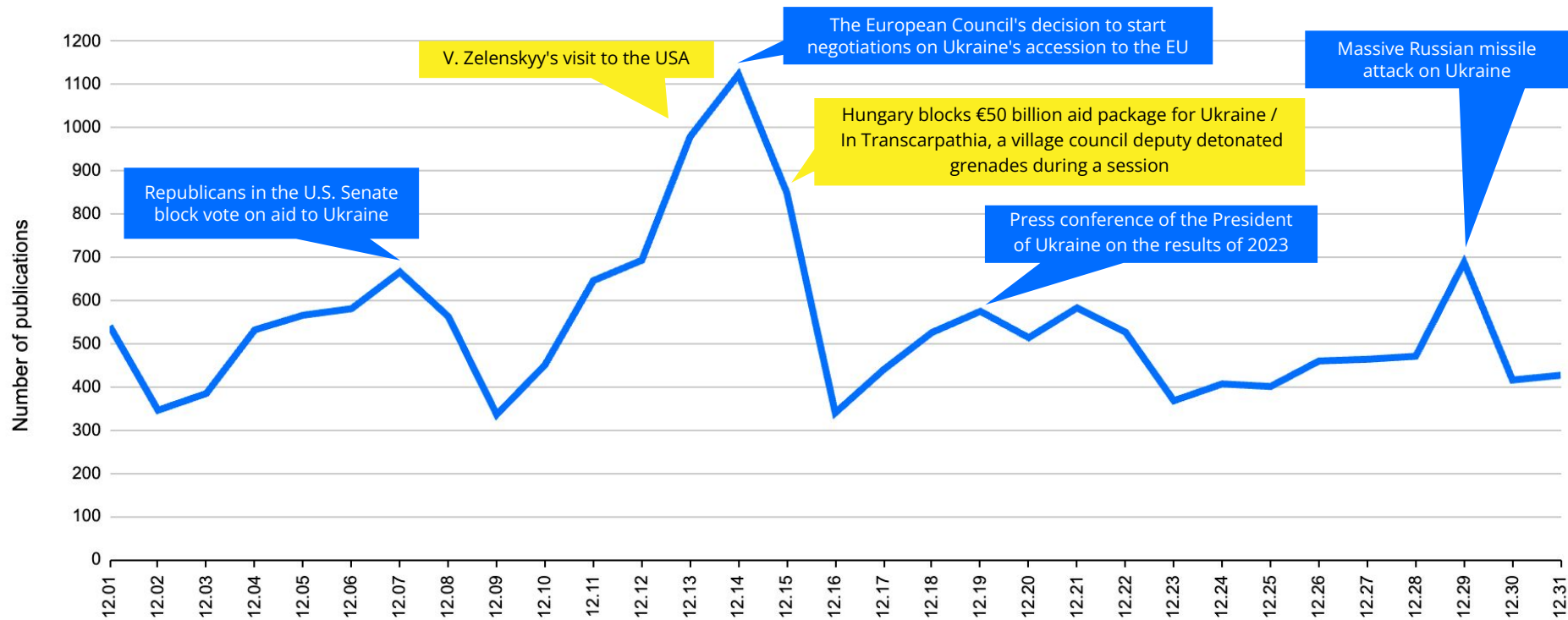
Share of English, German, French, and Spanish articles among all publications about Ukraine in major online news media



Total **16 864** articles +16% to previous period

Total **395 mln** reach +79% to previous period

Daily dynamics of publications and key topics about Ukraine



THE ULTIMATE LEADER AMONG THE UKRAINE-RELATED TOPICS IN DECEMBER AGAIN WAS THE FUTURE OF THE U.S. AID TO UKRAINE

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Key topics about Ukraine in terms of the % of published articles

Topic	Share of Voice
The future of the U.S. aid to Ukraine	22%
Ukraine's accession to the EU and Hungary's blocking of 50 billion euros of aid	9%
Russia's shelling of Ukrainian cities	8%
Volodymyr Zelenskyy's visit to the United States	5%
Sanctions against Russia	5%
Ukraine's counteroffensive	4%
Destruction of the Russian Black Sea Fleet ship Novochoerkassk	3%
Russian offensive in the Avdiivka and Kupiansk directions	3%



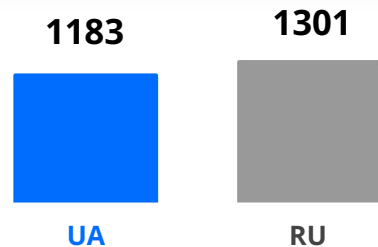
Share of voice is calculated as the % of articles dedicated to a particular topic among all the publications about Ukraine in the biggest news media (BBC, The New York Times, The Guardian, Fox News, The Washington Post, New York Post, The Wall Street Journal, CNN, Spiegel, Le Monde, El Mundo).

We believe the analysed sample of sources represents the general trends in major foreign media.

Source: Looqme media monitoring database, December 2023

IN DECEMBER, THERE WAS A RELATIVE PARITY IN THE CITATION OF UKRAINIAN AND RUSSIAN SPEAKERS

Number of articles citing Ukrainian or Russian public figures



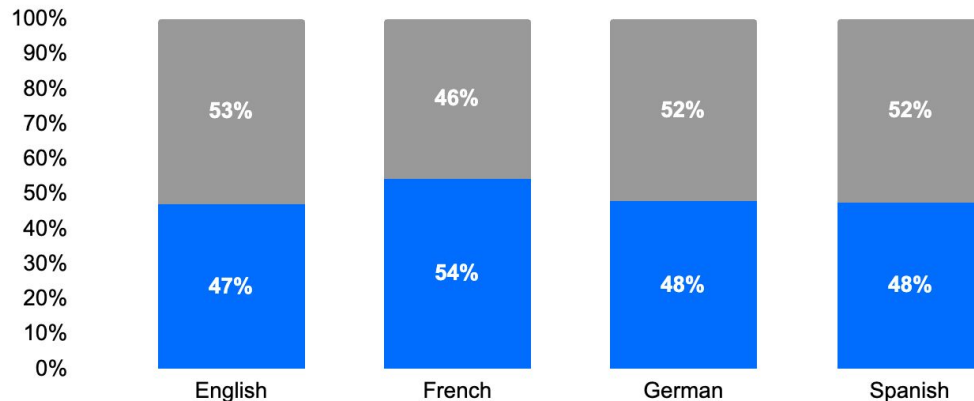
UA SPEAKERS – mentions of the most influential Ukrainian politicians & military

Zelenskyy, Yermak, Shmyhal, Stefanchuk, Zaluzhny, Kuleba, Reznikov, Umierov, Podolyak, Arakhamia, Budanov, Nikiforov, Vereshchuk, Danilov, Poroshenko, Kim, Filatov, Fedorov, Kisylytsia, Kubrakov, Pavliuk

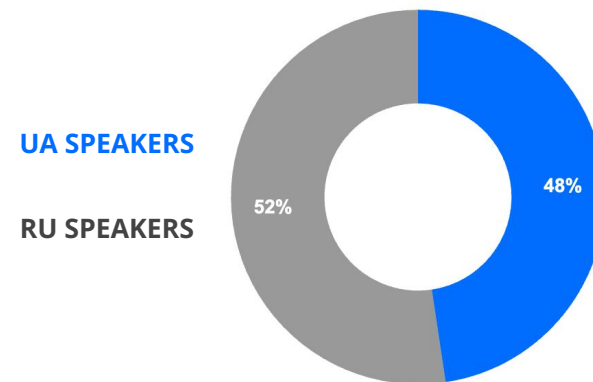
RU SPEAKERS – mentions of key figures of Russian politics

Putin, Lavrov, Zakharova, Shoigu, Surovikin, Nebenzia, Peskov, Kadyrov, Medvedev, Pushylin

Share of articles citing Ukrainian or Russian public figures, different languages



Share of articles citing Ukrainian or Russian public figures, all languages



The future of the U.S. aid to Ukraine

- For the fourth month in a row, the most discussed topic in the foreign media regarding Ukraine is the continued support of the United States. In early December, the White House warned that without congressional action, money for additional weapons and equipment for Kyiv would run out by the end of the year. Republicans in Congress have tied the fate of aid to Ukraine to their demands for stricter border policies to curb migration on the US-Mexico border, making it much harder to get approval.
- The topic evolved around several key messages:
 - Republicans are using the U.S.-Mexico border as a bargaining chip for aid to Ukraine, holding future arms packages "hostage" to the immigration issue.
 - The lack of support for Ukraine's counteroffensive, which the media reports have largely stopped, plays into Putin's hands, and the funding delays are already having real consequences on the battlefield. Continued U.S. financial support for Ukraine is crucial for strategic stability, cost-effective deterrence of Russian aggression, and a democratic future for Ukrainians.
 - The difficulty in approving aid to Ukraine reflects Donald Trump's increasingly "America First" approach to Republican foreign policy.
 - The media also emphasized the change in rhetoric of Joe Biden, who promised that the United States would support Ukraine "as long as we can." Earlier, the US president said that the US would support Ukraine "as long as it takes." The media noted that Biden's comments may reflect a more pragmatic view of the president's future assistance to Ukraine.

Ukraine's accession to the EU and Hungary's blocking of 50 billion euros of aid

- Hungary's opposition to Ukraine's European integration progress raised concerns at the EU summit. Speaking to lawmakers in the Hungarian parliament, Orban said that the time for Ukraine's accession to the EU "has not yet come" and that the development of a strategic partnership with Kyiv should be a prerequisite for the start of membership talks. Key media reports on the topic:
 - Negotiations on joining the European Union can take years, so the latest decision does not guarantee Ukraine's membership. Ukraine knows that the road to full membership is long, but this decision by Brussels will boost the morale of Ukrainians.
 - Ukraine is considered a highly motivated candidate, and its government is implementing the necessary reforms requested by the EU. But it will still have to make a number of radical political and economic changes to become eligible. EU officials have said that negotiations cannot officially begin until Ukraine addresses numerous issues, including corruption, lobbying, and language restrictions for national minorities. While EU officials note that Ukraine has made progress on these issues in recent months, it has a long way to go.
 - There is a growing sense in Brussels that Ukraine's membership will change the balance of power in the EU, affect the agricultural market and increase the budget. Media reports also point out that the security issue will become a challenge for the EU.
 - Orban's position on Ukraine has been criticized in the media, which noted that he is playing into the hands of the Kremlin. European leaders have expressed support for Ukraine on its path to the EU.

Russia's shelling of Ukrainian cities counteroffensive

- In December, international media actively reported on the intensification of attacks by Russian drones and missiles on Ukrainian cities.
 - On the night of December 13, Russia launched a massive missile strike on the capital, injuring at least 53 people. Media reported that the attack on Kyiv with ultra-fast ballistic missiles before dawn came amid warnings that Russia would intensify its attacks on the country's energy infrastructure with the onset of winter, and that Moscow was seeking to cause suffering and demoralization of the civilian population.
 - Russia has been attacking Ukraine almost every night with Iranian-designed Shahed drones. Ukrainian power plants are the main targets. On the night of December 14, Moscow launched 42 Iranian-made Shahed drones. Several people were injured in the Odesa region as a result of the attack. It is noted that the Russian army also fired S-300 missiles at Kherson and Mykolaiv regions in southern Ukraine.
 - Another event that attracted a lot of media attention was the large-scale attack on Ukrainian cities on December 29, which is considered one of the largest air attacks on Ukraine. The media reported that Russia used hypersonic Kinzhal missiles, ballistic missiles, S-300s, cruise missiles, UAVs, X-22s, or X-32s. About 18 strategic bombers launched X-101/X-505s, mainly targeting Kyiv. Russia's massive air strike on Ukraine targeted social and critical infrastructure.

German

V. Zelenskyy's visit to Germany, where he visited the U.S. Army Command in Europe, [Finanzen.net](#), [FAZ.net](#), [ZEIT Online](#)

ROUNDUP: Ukrainischer Präsident Selenskyj besucht US-Europa-Hauptquartier

Selenskyj besucht US-Europa-Hauptquartier

Selenskyj besucht US-Stützpunkt in Wiesbaden

Ukraine receives second Patriot air defence system from Germany, [Finanznachrichten](#), [Tagesschau](#)

Zweite deutsche Patriot-Flugabwehr in der Ukraine

++ Kiew erhält zweites "Patriot"-Flugabwehrsystem ++

Putin believes that the West has failed in its attempts to inflict a strategic defeat on Russia in Ukraine, [Finanzen.net](#), [ZEIT Online](#), [Welt](#)

ROUNDUP: Putin behauptet Scheitern des Westens gegen Russland in Ukraine

Selenskyj: "Russland hat keine Erfolge erzielt"

Putin sieht den Westen gegen Russland gescheitert

French

The IOC's decision to allow Russian and Belarusian athletes to compete at the 2024 Olympics in Paris under a neutral flag, [Le Figaro](#), [Le Figaro](#)

JO 2024: «Une honte», le nageur ukrainien Mykhailo Romanchuk furieux contre la décision du CIO en faveur des athlètes russes

JO 2024 : la Russie fustige une «campagne de neutralisation» de ses meilleurs athlètes

Ukrainian cultural figures at the front, [LeMonde](#), [LeMonde](#)

En Ukraine, les « Cultural Forces », des artistes-soldats sur tous les fronts

En Ukraine, acteurs et techniciens, du cinéma à la guerre

Admiral Michel Hofman, Chief of the General Staff of the Belgian Army, suggests that Russia may open a second front in the future. Is Belgium ready for war? [RTBF](#)

La Belgique est-elle prête à la guerre ?

Spanish

A 26-year-old volunteer from Spain was killed in the war in Ukraine, [El Pais](#), [El Mundo](#)

Un español voluntario en el ejército de Ucrania muere en combate en la defensa de Avdiivka

Muere en Ucrania un español de 26 años que se había alistado para luchar contra la invasión rusa

Spanish Prime Minister Pedro Sanchez says he hopes to start negotiations on Ukraine's accession to the EU [El Pais](#)

Europa marca un nuevo futuro con su ampliación más arriesgada hacia el Este

Global instability has increased arms exports from Spain by more than 35%; in a year and a half, the government has approved the sale of military equipment to Ukraine for 515.8 million, [El Pais](#)

La inestabilidad mundial dispara la exportación de armas españolas más del 35%

- According to data from the Determ social media listening tool, mentions of Ukraine on social media saw a **16% increase** from November to December.
- Similar to news media, **the future of U.S. aid to Ukraine** was the most widely discussed topic on social media in December.
- **Other trending topics included**
 - Volodymyr Zelenskyy's visit to the United States
 - Sanctions against Russia and the seizure of Russian assets abroad
 - Russian offensive in the Avdiivka directions
 - Russia's shelling of Ukrainian cities
 - Hungarian Prime Minister Viktor Orban's blocking of aid to Ukraine
 - Losses of the Russian army in Ukraine
 - Russian war crimes in Ukraine
 - Ukraine's counteroffensive
 - Support from the EU and NATO

SOCIAL MEDIA LISTENING: POSTS WITH THE HIGHEST INTERACTION RATE

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[A post on X:](#) "Putin loyalists in Moscow celebrated when Republicans voted to block Ukraine aid last week".



Putin loyalists in Moscow celebrated when Republicans voted to block Ukraine aid last week.

The host of one Kremlin-run show literally said: "Well done, Republicans!"

Folks, if you're being celebrated by Russian propagandists, it might be time to rethink what you're doing.

3:15 pp · 13 груд. 2023 · **3 млн** переглядів

8 тис. 19 тис. 61 тис. 568

Reach - **3 mln**
Interactions - **85 K**

[A post on X:](#) "Republicans blocked funding for Ukraine".



Sad night for the Senate and America:

Republicans blocked funding for Ukraine, Israel, humanitarian aid for civilians in Gaza, funding for the Indo-Pacific

If Republicans don't get serious about a national security package, Putin's going to walk right through Ukraine and Europe

1:08 дп · 7 груд. 2023 · **2,4 млн** переглядів

26 тис. 5 тис. 14 тис. 289

Reach - **1.2 mln**
Interactions - **45 K**

[A post on X:](#) "I was proud to host President Zelenskyy at the White House where I reaffirmed that the United States' support for Ukraine is unshakeable".



I was proud to host President Zelenskyy at the White House where I reaffirmed that the United States' support for Ukraine is unshakeable.

Congress must pass supplemental funding for Ukraine.

This is about freedom for Ukraine – and freedom everywhere.

3:19 дп · 14 груд. 2023 · **1,1 млн** переглядів

8 тис. 6 тис. 29 тис. 225

Reach - **0.33 mln**
Interactions - **43 K**

SOCIAL MEDIA LISTENING: POSTS WITH THE HIGHEST INTERACTION RATE

BRAND UKRAINE

A post on X: "Today, the United States is announcing a new package of weapons and equipment under previous drawdowns to support the people of Ukraine".



Secretary Antony Blinken
@SecBlinken

Читати ...

Today, the United States is announcing a new package of weapons and equipment under previous drawdowns to support the people of Ukraine as they defend their country and their freedom against Russia's aggression.

1:17 дп · 13 груд. 2023 · 481,1 тис. переглядів

13 тис. 2 тис. 5 тис. 56

Reach - 1 mln
Interactions - 42 K

A post on X: "You know what's naive? Those who claim that Ukraine is a paragon of "democracy" in a battle of good vs. evil. Here's the TRUTH about the Zelensky regime..."



Vivek Ramaswamy
@VivekGRamaswamy

...

You know what's naive? Those who claim that Ukraine is a paragon of "democracy" in a battle of good vs. evil. Here's the TRUTH about the Zelensky regime:

- Banned 11 opposition parties
- Recently assassinated a 2019 Ukrainian Presidential candidate
- Consolidated all TV media into a single state TV media entity
- Recently banned the Ukrainian Orthodox Church
- Threatened not to hold elections unless the U.S. forks over more money
- Called "an autocrat" by the current mayor of Kyiv
- One of the worst records on Earth for government corruption

12:08 дп · 8 груд. 2023 · 1,6 млн переглядів

3 тис. 8 тис. 31 тис. 989

Reach - 0.54 mln
Interactions - 42 K

YouTube video: "Russia Just Suffered its WORST Month of the War".



Russia Just Suffered its WORST Month of the War

285K views · 1 month ago

Reach - 0.28 mln
Interactions - 40 K

The list of analyzed media

ENGLISH

BBC, Daily Mail, The Guardian, Mirror Online, The New Your Times, Washington Post, Mirror, Independent, Telegraph, CBC, CTV News, Express, Associated Press News, Reuters, Business Insider, CNN, FOXNews, CCTV, New York Post, USA Today, BuzzFeed News, The Sun, People, Wall Street Journal, MarketWatch, NBC News, National Public Radio, Sky News, NBS sport

GERMAN

Bild, Spiegel, Welt, ZEIT ONLINE, FAZ.net, Süddeutsche Zeitung, T-online, Tagesschau, N-tv, ORF.at, Kronen Zeitung, Der Standard, Merkur.de, Finanznachrichten, Finanzen.net, FOCUS online

SPANISH

El Mundo, El Pais, La Vanguardia, 20minutos, ABC, El Espanol, El Confidencial

FRENCH

Le Figaro, Le Monde, Ouest-France, BFMTV, 20minutes, Franceinfo, Purepeople, HLN, Nieuwsblad, VRT, RTBF